

I CLAIM:

- sub A 1. A machine-implemented method of doing business comprising:
- enabling to stimulate commercial activities, the enabling comprising:
 - 5 - enabling to be notified by a customer of a specific one of the commercial activities;
 - upon being notified, enabling customizing, via a data network, of equipment of the customer as associated with the commercial activity.
2. The method of claim 1, wherein:
- 10 - the commercial activities comprise sales of merchandise;
 - the enabling to be notified comprises enabling to be notified of a purchase of the merchandise; and
 - the enabling customization comprises enabling customizing of the equipment as associated with the purchase of the merchandise.
3. The method of claim 2, wherein:
- the purchase is from a specific retailer; and
 - the customizing comprises customizing as associated with the specific retailer.
4. The method of claim 2, wherein:
- 20 - the data network comprises the Internet;
 - the merchandise is related to the Internet; and
 - the merchandise is part of the equipment and capable of being customized via the Internet.
5. The method of claim 4, wherein the merchandise is capable of being customized according to a
- 25 specification from the retailer.
6. The method of claim 4, wherein the merchandise is capable of being customized according to input from the customer.
- 30 7. The method of claim 1, wherein the customizing comprises individualizing a home page for the customer.

8. The method of claim 7, wherein the individualizing comprises creating an advertisement for a specific retailer.

9. The method of claim 8, wherein the advertisement is user-interactive.

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